



BUSINESS PLAN - EQUITY FUNDING – Price Starts @ \$5,000

Meets Disclosure Requirements for Crowdfunding, Angel and Venture Capital Investors

- Written “educational disclosure” document
- Complete market analysis, projections, and strategy
- Forward looking financial statements - 3 to 5 years
- PowerPoint presentation of the business plan

Description:

The equity funding business plan meets the disclosure requirements for Crowdfunding, Venture Capital, and other equity investors. All research is cited and tied to the market; analysis, projections, and strategy forming the basis for the projected financial statements to meet relevance, support, and disclosure requirements. The finished product is a custom document covering 30-50 pages available in both hard bound copies and electronic format. This plan includes a 10 slide PowerPoint presentation of the plan for investor meetings.

Outline

- Title Page
- Confidentiality Agreement
- Table of Contents

1.0 Executive Summary

- 1.1 Objectives
- 1.2 Vision Statement
- 1.3 Mission Statement

2.0 Business Concept

- 2.1 Business Summary
- 2.2 Status of Business
- 2.3 Business Structure

3.0 Product/Service

- 3.1 Product/Service Features
- 3.2 Customer Benefits
- 3.3 Stage of Development
- 3.4 Future Products/Services

4.0 Market Analysis

- 4.1 Market Description
- 4.2 Market Trends
- 4.3 Competition
- 4.4 Projections

5.0 Marketing Strategy

- 5.1 Communication Plan
- 5.2 Marketing Costs



6.0 Management and Personnel

- 6.1 Management Team
- 6.2 Key Personnel
- 6.3 Supporting Professional Assistance

7.0 Financial Analysis:

- 7.1 Sources of Funds
- 7.2 Use of Funds
- 7.3 Pro Forma Financial Statements
- 7.4 Key Financial Assumptions
- 7.5 Measures of Performance
- 7.6 Historical Financial Reports (existing business)

8.0 Benchmarks

- 8.1 Critical Tasks
- 8.2 Timeline Chart

Appendices

- A. Pro Forma Income Statement 12 Months
- B. Pro Forma Statement of Cash Flow 12 Months
- C. Anything concerning the business